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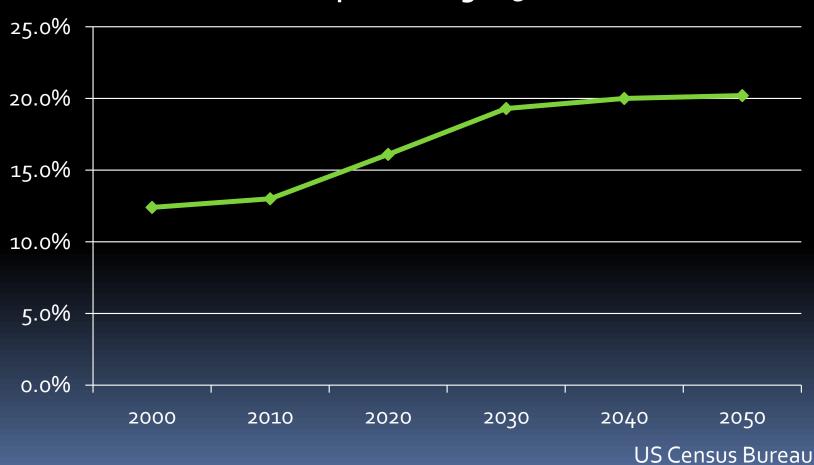
HIGHWAY SAFETY PROGRAM GUIDELINE NO. 13 (DRAFT) OLDER DRIVER SAFETY

Outline

- Basic data
- Introduction to Program Guideline No. 13
- Section by Section
- Wrap-up

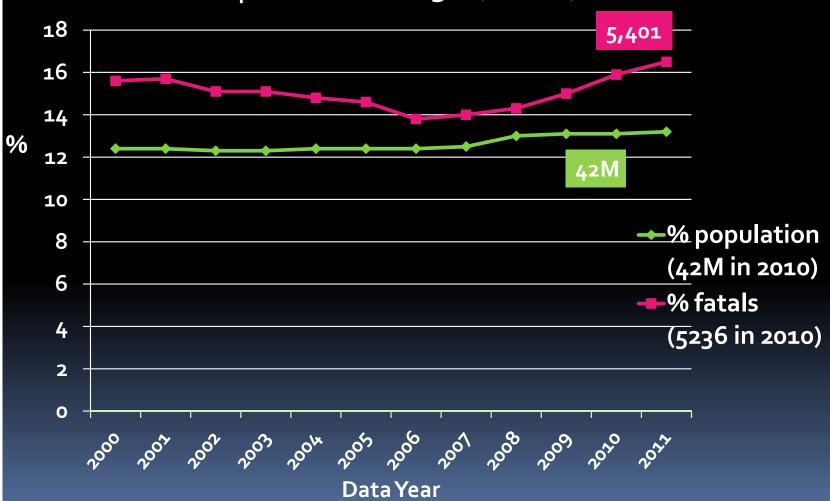
Demographic necessity



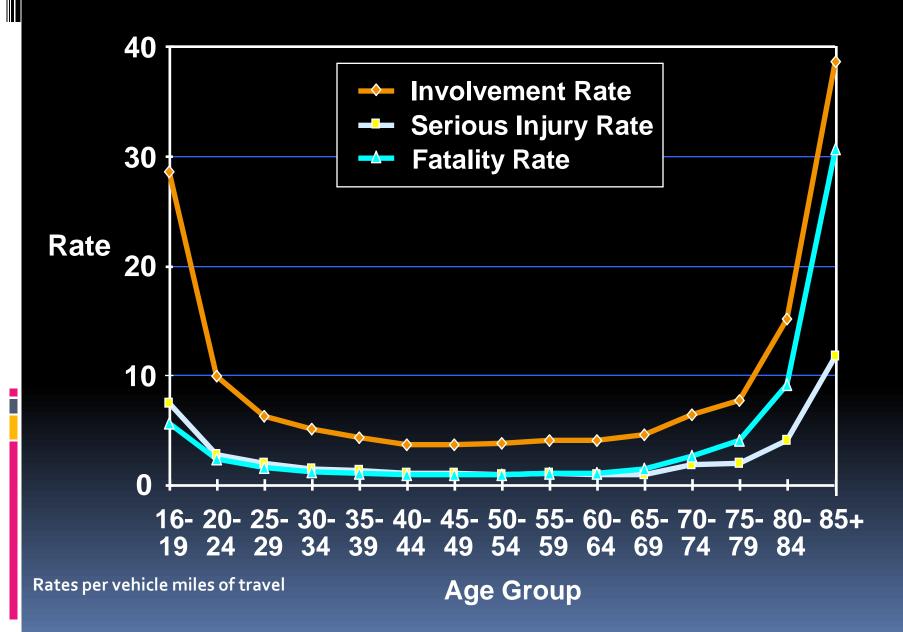


Data necessity

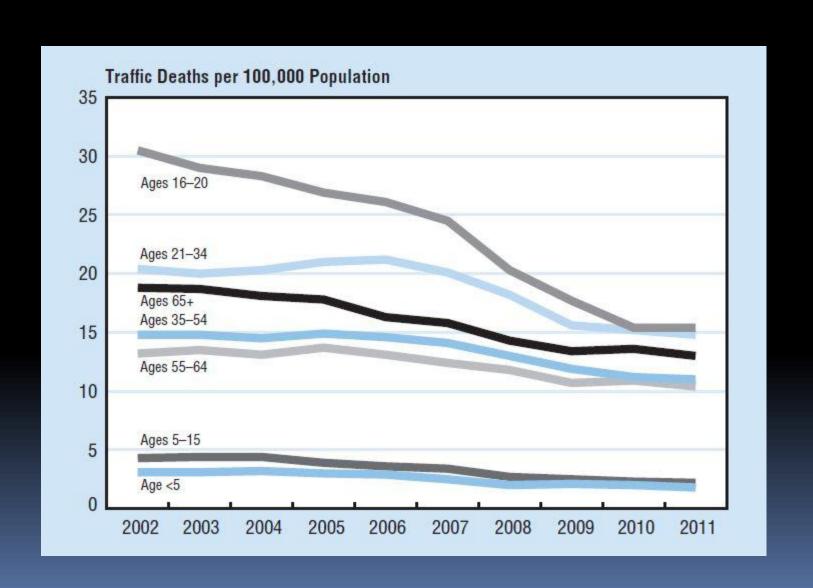




Our Challenge: Flatten the Curve



Traffic Deaths per 100,000 Population



Introduction - HSPG No. 13

- Comprehensive State Program
 - Program Management
 - Roadway Design for Older Drivers
 - Driver Licensing
 - Medical Providers
 - Law Enforcement
 - Social and Aging Services Providers
 - Communication Program
 - Program Evaluation and Data
 - Guideline Recommends Key Components and Criteria Those Components Should Meet

Program Management

- Designate a lead organization for older driver safety
- Develop Resources
- Collect and Analyze Data
- Identify and Prioritize Problems
- Encourage and Facilitate Collaboration

Program Management-con't

- Develop Programs and Specific Projects
- Coordinate Projects with Other Highway Safety Projects
- Increase Awareness of Transportation Options
- Integrate Older Driver Safety into the State
 Strategic Highway Safety Plan and other Related
 Activities (OP, ID, Licensing)
- Routinely Evaluate Older Driver Safety Programs

Roadway Design for Older Drivers

- Traffic engineering and roadway design can and should accommodate normal aging
- New Construction
- Spot Improvements
- FHWA Highway Design Handbook for Older Drivers and Pedestrians

Roadway Design for Older Drivers, Con't

- Consider Older Driver safety as an emphasis area in the SHSP, as data dictates
- Develop and implement a plan for deploying guidelines
- Develop and implement a communications plan

Driver Licensing

Critical element in the oversight of public safety

- Three areas of critical importance:
 - Policies
 - Practices
 - Communications

Driver Licensing, Con't

➤ Policies:

- In-person renewal
- Medical review should align with the Fitness Medical Guidelines (NHTSA/AAMVA)
- Immunity from civil liability for medical providers

Driver Licensing, Con't

> Practices:

- Establish a Medical Advisory Board
- Train DMV staff to identify at-risk drivers
- Provide a simple and fast way to convert driver licenses to ID cards

Driver Licensing, Con't

▶ Communications:

- Provide outreach to and training for medical providers
- Provide outreach to and training for law enforcement
- Provide information on transportation options

Medical Providers

- Medical providers should know how to counsel an at-risk drivers, and make a referral, if necessary
- Establish and implement a communications plan for reaching medical providers
- Disseminate educational materials for medical providers
- Facilitate the provision of CME credits
- Facilitate referrals of medically at-risk drivers

Law Enforcement

Plays a critical role in identifying at-risk drivers

- Communications plan for reaching law enforcement
- Training and education for law enforcement officers (writing the citation/referrals)
- Provide an easy way for LE to make referrals

Social and Aging Services Providers

- Should be collaborating with DOT Transit Offices in planning for and provision of transportation services
- SHSO collaborate with State Offices on Aging and others to provide support and information for transitioning from driving

Communication Program

- Strategies should be directed at specific high risk populations as identified by population-based data
- Highlight and support specific policies and programs
- Materials should culturally relevant, multi-lingual as necessary, and appropriate to the target audience
- Establish a working group for assistance

Program Evaluation and Data

- Support analyses of police crash reports
- Encourage, support, and train localities in process, impact, and outcome evaluation
- Conduct and publicize statewide surveys of public knowledge and attitudes about older driver safety
- Evaluate the use of program resources and effectiveness of existing countermeasures
- Ensure appropriate use of evaluation in program planning and identifying trends

HSPG 13 in a Nutshell - Changing Driving Behavior

Encouraging <u>licensing</u> improvements

- Educating key audiences
 - Law Enforcement
 - Medical professionals
 - Social Services
 - Driver Licensing
- Establishing partnerships



Highway Safety Program Guideline No.13

• Will be released probably sometime in June.

"Silver Car" New Car Assessment Program –

https://www.federalregister.gov/articles/2013/04/05/2013-07766/new-car-assessment-program-ncap

NHTSA's "Traffic Safety for Older People – 5 Year Plan"

- Will be released early May
- More comprehensive
- Includes latest data, vehicle issues, behavioral issues, pedestrian issues

Thanks!

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